

## ORDER



**Orders**  
**Order / Rev:** 196337  
**Alt Order #:** 06838984  
**Product Desc:** 8/7-8/12 SCOTT RIGELL  
**Estimate:** 2723  
**Flight Dates:** 08/07/12 - 08/13/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Rigell for Congress (R)  
**Demographic:** A35-64  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** SP10547  
**Agency External ID:** IN16043/SP10305

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/12/12	3	\$1,650.00	\$1,402.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$1,650.00	\$1,402.50	0.00
<b>Totals</b>	<b>3</b>	<b>\$1,650.00</b>	<b>\$1,402.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	11%	\$1,650.00
Market	100%	\$15,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$6,150.00
WGNT	1%	\$150.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$3,150.00
WTVZ	2%	\$300.00
WVEC	24%	\$3,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/11/12	08/11/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	1	\$350.00	P1	0.00	NM	1	\$350.00
FOX SATURDAY BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-----S-		1		\$350.00		0.00					
E 2	WVBT	08/11/12	08/11/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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 Estimate: 2723

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SPORTSWRAP SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$300.00		0.00			
E 3	WVBT	08/12/12	08/12/12	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
				Fox News @ 10 Sun											
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$1,000.00		0.00			
													Totals	3	\$1,650.00